



COMMISSION ON INSURANCE

COUNTY OF LOS ANGELES

Scott J. Svonkin
Chairperson

Daniel Falcon
Vice-Chairperson

Barry R. Binder
Michael G. Cheung
Stephen Fluharty
Rickey Ivie
Don Lee
Curren D. Price, Jr.
Rose Reets
Patricia Torres

MINUTES

Meeting of November 1, 2001
830 Kenneth Hahn Hall of Administration

Commissioners Present: Barry Binder, Michael Cheung, Daniel Falcon, Rickey Ivie, Jr., Don Lee, Rose Reets, and Scott Svonkin

Commissioners Absent: Stephen Fluharty, Curren D. Price, and Patricia Torres

Chairperson Svonkin noted the presence of a quorum and called the meeting to order at 10:35 a.m.

APPROVAL OF MINUTES OF JUNE 28, 2001

On motion of Commissioner Binder, seconded by Commissioner Reets, the minutes of June 28, 2001 were unanimously approved.

APPROVAL OF MINUTES OF AUGUST 9, 2001

On motion of Commissioner Binder, seconded by Commissioner Reets, the minutes of August 9, 2001 were unanimously approved.

APPROVAL OF MINUTES OF OCTOBER 15, 2001

On motion of Commissioner Binder, seconded by Commissioner Lee, the minutes of October 15, 2001 were unanimously approved.

DISCUSSION REGARDING THE POSSIBILITY OF EMAILING AGENDAS/MINUTES

Commission Services staff handed out a survey form to establish a Commission email directory.

DISCUSSION OF MOTIONS/ACTIONS THE COMMISSION PLANS AS A RESULT OF THE HEARING

Commissioner Svonkin proposed the Commission recommend that the Board of Supervisors approve a publicity campaign to inform Los Angeles County residents including multilingual radio and television public announcements and advertisements in various local, English and non-English speaking newspapers of the December 31, 2001 deadline to settle or begin

litigating Northridge Earthquake claims. Commissioner Lee stated that he thought most of the major insurance carriers sent notices, but he agreed that it was not unreasonable to create public service announcements in other languages and to inform independent living organizations. Commissioner Binder recommended that the Board of Supervisors publicize this impending deadline by whatever means economically feasible. Vice President Falcon stated that he knew of several residents in the Santa Monica area who were affected. He stated that he spoke with a gentleman at the hearing who lived in the UCLA area, had damage and had not heard about SB1899 (Burton) prior to the hearing. Commissioner Ivie recommended that the Commission ask staff to develop cost estimates for the various venues of publicity it was suggesting. Chairperson Svonkin stated from the testimony received and public comments, he understood the areas affected included portions of the 2nd, 3rd and 5th Los Angeles County Supervisorial Districts and that residents in these areas may not be aware of the extent of their damages or they may believe that they were pressured to settle for less than they deserved.

MOTION TO APPROVE A MULTIMEDIA CAMPAIGN

On motion of Commissioner Lee, seconded by Vice Chairperson Falcon, and unanimously carried, the Commission approved sending a proposal to the Board of Supervisors recommending a multimedia campaign to inform the public including multilingual radio and television public announcements and advertisements in various local, English and non-English speaking newspapers.

Commissioner Lee stated that approximately eighty percent of the Northridge earthquake claims his agency received were from residences that were never tagged, and he suggested that the Commission should not focus only on homes that were tagged but entire areas. Commissioners agreed and acknowledged that the feedback they received from the state suggested that this is a local issue. Chairperson Svonkin suggested staff send out a series of press releases through the middle of December as well as the newspaper and periodical advertisements and public service announcements to radio and television. Commissioner Ivie stated that the newspaper advertisements should stand out. He suggested that they be bold print and a half page or greater. Commissioners agreed free cable publicity and public access television stations should be utilized where possible.

MOTION TO APPROVE CONTEXT OF PUBLIC SERVICE ANNOUNCEMENTS

On motion of Commissioner Ivie, seconded by Commissioner Reets, and unanimously carried, the Commission agreed to include language informing the public of the impending December 31, 2001 deadline, provide the Commission staff's telephone number to receive a copy of the one page fact sheet and provide the California State Department of Insurance's telephone number should the public have any questions regarding this legislation in both press releases and public service announcements.

MOTION TO APPROVE REPRESENTATIVE TO RECORD PUBLIC SERVICE ANNOUNCEMENTS

On motion of Commissioner Reets, seconded by Commissioner Lee, and unanimously carried, the Commission agreed to ask Mayor Antonovich or Supervisor Yaroslavsky to record public service announcements regarding the impending deadline to settle or begin litigating Northridge Earthquake claims.

Commissioners agreed to provide staff with a list of publications selected for the purpose of publicizing the impending deadline. Staff was asked to find estimates for the Chinese Daily News, Downtown News, Los Angeles Sentinel, La Opinion, an Armenian, a Korean and a Malibu publication, as well as any other major publication for which staff could find a reasonable estimate.

(Commissioner Ivie left the meeting.)

MATTERS NOT ON POSTED AGENDA (To be placed on the agenda for discussion at a future meeting)

Staff is compiling a report of the various Commissions including whether Commissioners receive a stipend, the amount and how the stipend was established; and will provide it to Commissioners upon completion.

Dr. Brown is one of the foremost researchers of individuals who are without healthcare insurance in California and he produces an annual report, which UCLA publishes, on the uninsured in California. He, or one of his colleagues from UCLA, will be attending the December 13, 2001 meeting to discuss their findings.

PUBLIC COMMENTS

None.

ADJOURNMENT

The meeting was adjourned at 11:31 a.m.

ATTENDANCE

Staff

Betty Gobst	Executive Office, Board of Supervisors
Martha Littlefield	Executive Office, Board of Supervisors

Guests

Michael A. Gunning	Personal Insurance Federation of California
Pete Moraga	Insurance Information Network of California